

A Solution for Marketing and RevOps Leaders

Real-time attribution. Live agentic action.

Most attribution tools tell marketing leaders what happened, not what to do, and the data is already a week old when it lands. This solution delivers real-time attribution and live budget reallocation for B2B Marketing and RevOps teams, on streaming infrastructure that's honest about what attribution can and can't measure.



What We Keep Hearing From Marketing Leaders

Old data, late decisions

Attribution recomputes nightly or weekly. By the time the dashboard reflects what's working, the spend already happened.

Tools report, they don't act

Channel ROI tables don't shift budget. Someone still has to do the analysis, build the case, convince the team.

Board pack rebuilt by hand

Marketing-sourced and influenced revenue gets conflated. Methodologies shift, making results harder to trust.

How We Think About It

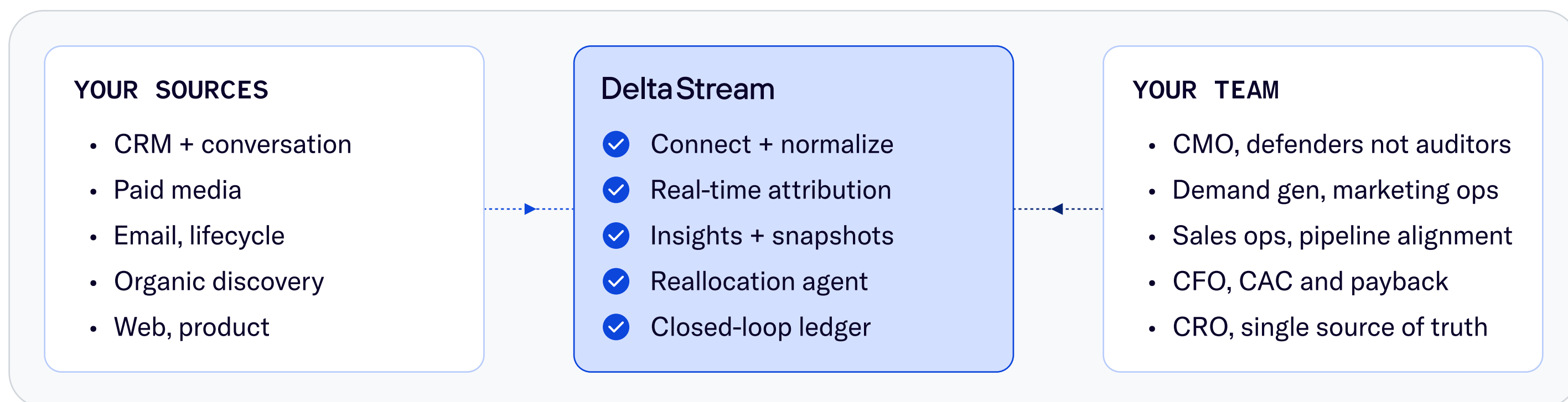
- ✓ **Fresh signal:** Attribution recomputes continuously, not on a batch schedule.
- ✓ **Live action:** Agents surface reallocation recommendations within minutes. One-click approve. Autonomy grows with trust.
- ✓ **Proven ROI:** Your CFO and CRO trust the numbers, instead of questioning them. CFO-grade proof of marketing payback, full audit trail.

Attribution is hard.

No vendor has the right model.

We show multiple models side by side and flag where they disagree. We surface incrementality testing as a first-class feature. We tell you when our own data isn't strong enough to support a recommendation. Trust comes from candor, not certainty.

Architecture



Deploy as SaaS or in your own cloud